

February 1946

Consumers' guide



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ILLUSTRATIONS: Cover, USDA; pp. 3, 4, 5, UNRRA; pp. 6, 7, 8, BHNHE; p. 9, BHNHE; p. 10, PMA; p. 12, Packaging Parade; p. 13, left, USDA, right, Paramount Studios; p. 14, Packaging Parade; drawings, p. 6, Howard Chapman, p. 16, Katharine Johnson.

The fun factor

● We were looking for a picture of people eating and having a good time about it the other day and we weren't able to find one. In the very few pictures where people were eating and smiling at the same time someone was either grinning at the camera or else he was laughing at something a companion was saying. No one addressed himself or herself to the food amiably.

Eating cannot be that somber you think, and then you have a second thought. If people didn't take their eating so seriously and had more fun about it, diets would balance a lot easier.

The way food entered into the day dreams of men overseas, or in the fantasies of the people at home when rationing was moderately stringent you would think that this country of ours was made up of people who really delighted in their fare.

It could be that most people enjoy thinking and talking about food more than they actually enjoy eating it.

Then again maybe people don't take time enough to eat to enjoy their food. In a Washington suburb, during the height of the strike wave, the children in a junior high school presented a strike demand to their principal. They demanded a longer lunch period. The principal looked into their grievance and he seemed to think it was reasonable. At the same time he decided that the dining room was too large and was oppressive with the air of a mess hall.

Nutritionists have been maligned with the slander that they reduce eating to a scientific chore. The calumny is, of course, untrue. Nutritionists urge well-balanced diets on the laity in the hope they will be

happier for eating better; in the hope that people on well-balanced diets will achieve a buoyant health and by it be able to undertake all their daily activities eupeptically, that is with the unjaundiced eye which is the opposite of the dyspeptic world view.

Every parent probably has fought grim dinner table battles with the children over the issue of spinach or the rest of the fish or the drop of milk in the bottom of the glass.

Even when the diet contains the basic 7 food groups if the décor sets your teeth on edge the chances are you are preparing the way for peptic ulcers. A good diet must include the fun factor.

Nor is munificence the approach to the fun factor. In the Department of Agriculture publication, "High Level Food Consumption in the United States," the author notes that "at the income level, \$5,000 and over, especially in the dietaries of non-farm family units, the consumption of certain food items—meat, other vegetables and fruit, and sugar—is excessively large relative to the minimum standard. The apparent per capita intake of calories at this income level exceeds optimum requirements to the extent that such dietaries would be harmful unless the excesses are wasted in preparation and at the dining table. This probably happens."

The point is, an adequate diet is not only one that contains all the necessary nutrients, it is one that also is satisfying in the eating. When it comes to children they probably gain less by eating the last spinach leaf or by drinking the last drop of milk or by disposing of the last morsel of fish or meat than is lost by fraying their

sensibilities by insisting on a clean plate.

As for adults, within the basic 7 food groups, there is so much room for maneuver that no one need ever be urged to eat something he doesn't like just to balance his diet. The diet can be balanced easily with something that is a joy in the eating.

Much consumer advice boils down to four or five shopping points: Compare sizes; compare prices; buy by grade; is the product economical? To all of these add is the product fun?

The next time you look over the school lunch operations at your neighborhood school find out if the food is served in attractive surroundings at the same time you inquire into its nutritional adequacy.

In your own home, can you make the place where you eat a more pleasant place to eat?

Does the radio blare at mealtime? The news can wait, try pleasant dinner music.

Meals don't have to be routine break in the day either. Try turning dinner into a party from time to time with candles, clapper suppers, or decorations.

Work the menu out with the entire family so that no one has something he doesn't like foisted on him.

Talking about fun at the dinner table, a time when famine is still an agony in the bodies of children and adults overseas, is on a first hearing near callousness.

Actually, it is not. When you buy food prepare food, or eat food you do well to remember that a visiting Englishman said this month that England could eat for a week on what New York wastes in a night. You should have a conscience pang every time you waste food.

But just as you avoid pouring vitamins down the drain, don't let the pleasure that you can get out of eating go to waste either. You lose as much if you let the fun slip as you do if you let the vitamins waste.

Then in most grocery stores there are barrels in which you can place cans of food for the thin, wan people overseas who are trying to live through this winter.

Knowing that you have shared your abundance and pleasure will perhaps add to the satisfaction your meals give you.

The Editor

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UNRRA food—life to millions

•That food which American farmers supply through UNRRA purchases is being used to good purpose in feeding needy people is forcefully indicated by reports from the hungry nations of the world.

One hundred and eighty million people in Europe are in desperate need of food, as are other millions in the Far East. The ability to supply this is beyond the power of any one nation, or even of the United Nations working together through UNRRA to meet fully. But UNRRA is bending every effort to meet minimum subsistence standards for the people in war-wrecked countries. In some areas relatively small amounts of food are enough to raise consumption to subsistence levels which will strengthen the people to go to work rebuilding their country. Other areas are nearly destitute, so will require a larger proportion of their food shipped in.

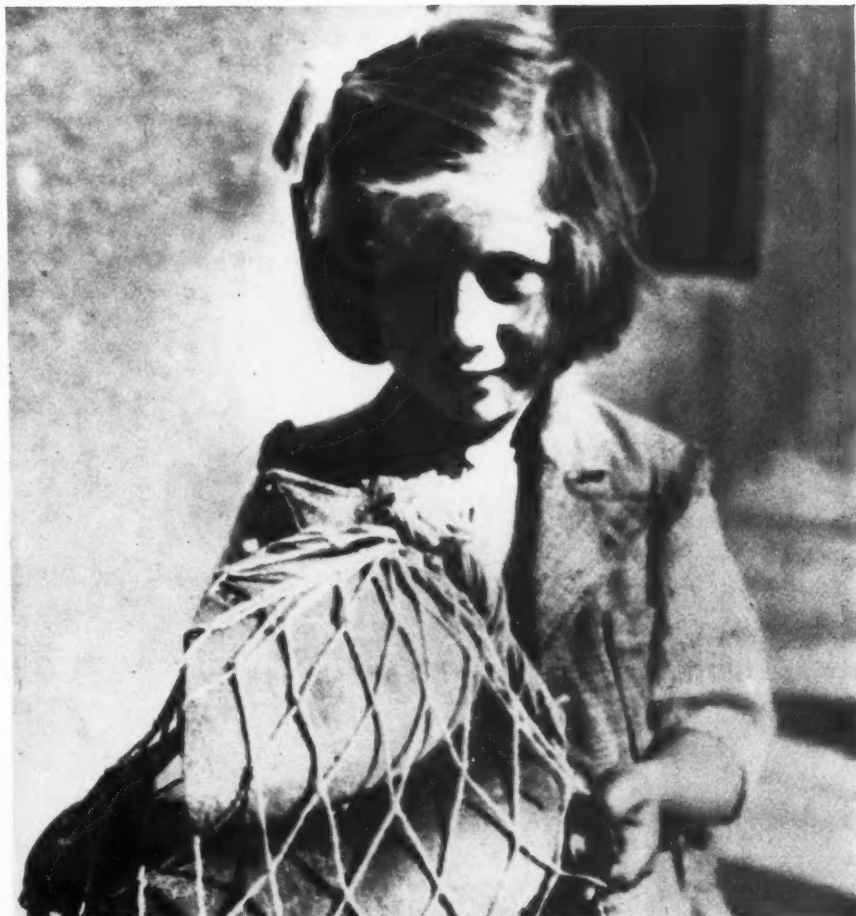
Relief food is obtained from many sources. Naturally the major part of the food will have to come from the uninvaded countries.

America's farms have supplied large quantities of food—about 2 million tons during 1945. The largest single item allocated during the last quarter of 1945 was 696,000 tons of wheat in the form of grain and flour. Another big item was 127,000 tons of dried and canned milk and cheese.

Allocations for the first quarter of this year provide for supplying 300 million pounds of meat. For the year 1946 farmers will provide for UNRRA more than 80 percent of the meat which the organization will obtain from all sources. And for this quarter the United States will make available larger quantities of wheat than in the past as well as over 300 million pounds of canned milk, and 10 million pounds of cheese.

And these main items will be supplemented in smaller amounts with a variety of nourishing products—from soya flour to horse meat.

"Our children eat every other day," the president of a little village high in the mountains of Yugoslavia that had suffered extremely drastic effects of war told a member of the UNRRA Mission. Land



UNRRA wheat was used to bake the loaves of bread which this little girl is carrying home to her family in famine-stricken Greece.

around the village, so recently a battleground, grows no crops, cold weather was coming on. Their homes had been stripped of window frames and roofs to furnish firewood for the Germans. Children were naked and grown-ups were in rags and tatters. But at the beginning UNRRA had to say "food must come first."

"The only way to get supplies into Vlasenica is over a difficult route, a long climb up from the Drina Valley," reported the relief workers. "Five tons are coming up every day now, bringing 300 grams of grain for every man, woman, and child in the town—hardly enough to ward off starvation through the winter."

From Greece where the program has been in operation longer comes this report from an UNRRA nurse who made a trip

by muleback through 112 small villages in an area not far from Delphi. She said:

"Last spring most people in these villages were scarcely strong enough to carry their own food from the warehouses to their homes. Many still suffer from apathy and depression as a result of prolonged malnutrition, but the UNRRA program is giving them the heart to prepare for the coming winter. They feel that it will insist on fair distribution of subsistence rations."

These are only two small extracts from a multitude of reports which come pouring into UNRRA headquarters in Washington from relief missions which are carrying aid to millions of war victims in Europe and Asia.

To these people who sacrificed much in keeping up the good fight against the Axis,



These Polish war refugees are cooking alfresco at an UNRRA camp in Austria.

we must pay our debt in part by keeping them from the hunger that stands in the way of their recovering as individuals and nations.

DEMOCRATIC SET-UP

So that help could come to the battle-torn countries before it is too late, the United Nations Relief and Rehabilitation Administration was set up when the war was still far from being won, back in November 1943.

A world organization, UNRRA operates along democratic lines. Policy decisions are made by a council, comprised of 1 member from each of the 47 nations.

One important resolution passed by the Council prohibits the use of UNRRA services for political purposes. It specifies that no country receiving UNRRA goods shall refuse aid to any needy person on the basis of religion, race, or political belief. To assure that these requirements are carried out in good faith UNRRA will not send relief goods to any country unless observers are admitted to check on the distribution of these supplies.

Each nation is expected to contribute to UNRRA in proportion to its ability. As an initial contribution, the uninvaded nations were all to give the equivalent of 1 percent of their national income for a year toward operating expenses. Because relief needs have mounted beyond expectations, the countries which have escaped military occupation have been asked to make a second contribution equivalent to 1 percent of their annual income.

Congress recently authorized this second contribution from the United States in the amount of \$1,350,000,000—and appropri-

ated \$750,000,000 of the sum which was badly needed to keep UNRRA's operations from stopping for lack of funds.

Because America's national income is the largest of any nation, our contribution is the largest. It's the familiar Community Chest principle applied on an international scale. We can afford more, so we give more toward the welfare of the world community.

UNRRA goes into large-scale operations in a country only at the request of the government concerned—and then only when the nation is unable to pay its own way. It also goes into areas under control of the allied military forces on invitation and aids in caring for displaced persons and returning them to their countries of origin. The extent of the help given is determined by the need—the general aim of UNRRA being to raise consumption to a reasonable minimum standard.

By the end of 1945, UNRRA had shipped over 4,000,000 long tons of supplies to distress areas. About two-thirds of the shipments consisted of foodstuffs.

Still a tough problem is the matter of transportation within the invaded countries where railroads, bridges, and highways have been systematically destroyed.

In Dalmatia, for instance, an UNRRA observer reported seeing two women yoke themselves to a wagon to haul relief supplies over a mountain road. Another reporter noted that, on a 40-mile stretch of road in Albania, 17 bridges were out and had to be replaced by temporary structures. In China arrangements are being rushed to get more river boats to move food into famine-stricken regions.

Starvation will not wait for repairing roads and railway systems so one of UNRRA's big problems is to help the governments to meet their transportation problems. Surplus Army trucks and mules were purchased by UNRRA to help solve these difficulties. UNRRA has even bought a few locomotives and freight cars for moving grain and other bulky supplies into hungry countries from which the rolling stock has all but vanished.

Actual distribution of relief supplies within the receiving country is the responsibility of the nation itself. UNRRA gives advisory help when requested and checks to see that distribution is done honestly and fairly.

To prevent any irregularity in the large-scale distribution of desperately short supplies is, needless to say, a large order

for any organization. Despite its many property safeguards, for instance, our own Army has had to take drastic measures to combat black market trading in military stocks. UNRRA also is taking all possible safeguards. Many problems have inevitably cropped up because of the necessity for setting up operations quickly under the chaotic conditions which prevail in newly liberated areas. It is encouraging to note, however, that abuses are quickly brought under control in the various countries after the relief program has had time to get properly organized.

Different localities solve the distribution problem in different ways. In one community in Yugoslavia the need for food was so dire that no time could be wasted on long investigations, so a town meeting was called and everyone who needed food was asked to speak up. Everything was public and aboveboard. If anyone lied, his neighbors were there to check on him. The system worked beautifully.

Sale of UNRRA relief goods by the governments of the receiving nations has been one fertile source of rumors. The governments do sell UNRRA goods but all the money collected must be used for relief purposes. It's a part of UNRRA operations.

Citizens who need the goods and have the money to pay are permitted to buy their share at reasonable prices. Those who lack the means to buy are given their share of the supplies free.

After the goods are sold to a legitimate buyer at a nominal cost, title passes from the government. If occasionally an individual buyer goes into the black market to barter his goods, obviously UNRRA cannot prevent him from doing this any more than it was possible to prevent all black-market transactions in this country. However, by increasing supplies of food and other essentials, UNRRA has actually helped the nations combat black market and inflationary pressures.

UNRRA's chief problem remains to get enough goods into destitute areas to meet minimum standards of living.

Owing to the unforeseen length and scope of the war, relief requirements have exceeded expectations. Actually they are now higher in this first year of peace than when the big guns were still booming. Many stricken areas can now for the first time be reached with substantial cargoes. Also, a severe drought in southern Europe has cut the harvest below earlier hopes,

so increases on relief of the food relief—supplies are in short

The grain made from contribution must be for food. largest export products.

How big can farm food or United States to procure order can food. A \$43,000,000 products; \$23,000,000 and so on. \$2,000,000 peas and

In shops like the home a large, food that but both on the market. Sudden evaporate substantial UNRRA worth for

Then a good shortage America selling to quickly. pounds of

Sample ber of E demonstration bread con

government bread and UNRRA soya flour people in will be c

Another UNRRA liberated high-grade France a have a

so increasing the dependence of these lands on relief food. And, unfortunately, some of the foods most needed for emergency relief—such as fats, and oils, and sugar—are in short world supply.

The greater portion of the expenditures made from the total United States contribution to UNRRA (90 percent of which must be spent in this country) has been for food. In fact UNRRA is today the largest export customer for American farm products.

How big a buyer UNRRA is for American farmers is shown by a glimpse at the food order which UNRRA asked the United States Department of Agriculture to procure for shipment early in 1946. The order called for \$115,000,000 worth of food. Among the items requested were \$43,000,000 worth of grain and grain products; \$32,000,000 of dairy products; \$23,000,000 of meats; \$5,000,000 of fats and soap; \$3,000,000 of dried soups; \$2,000,000 of soya flour; and \$2,000,000 of peas and beans.

In shopping around for food, UNRRA is like the housewife with a small budget and a large, hungry family. Both seek to buy food that will provide a balanced diet—but both are limited by what they can find on the market at a price they can afford.

Sudden cut-backs in Army contracts for evaporated milk made available a substantial quantity of this good food. So UNRRA was happy to order \$18,000,000 worth for shipment early in 1946.

Then there's the item of soya flour. It's a good protein food and there's a tragic shortage of proteins in the liberated areas. America has some soya stocks that weren't selling too well, that needed to be used quickly. UNRRA bought 56 million pounds of this soya flour.

Samples of the soya were sent to a number of European countries where baking demonstrations were held to introduce bread containing varying amounts. Local government representatives tasted the bread and found it good. As a result UNRRA has sent in additional orders for soya flour. Soon it is hoped that the people in Poland, Greece, and Yugoslavia will be eating bread enriched with soya.

Another nourishing protein food which UNRRA has introduced into a number of liberated countries is horse meat. It's high-grade animal protein, accepted in France and Belgium. But many people have a prejudice against eating horse

flesh, so it's more readily available than other meats.

Really the meat is delicious, once you get used to the idea, an UNRRA nutritionist testifies. She invited a couple of representatives from a European country to sample a can of UNRRA meat but didn't explain what kind of meat. Although the men had freely prophesied that their starving countrymen wouldn't eat horse meat, they unsuspectingly gobbled the sample up and pronounced it first class. The upshot is that UNRRA is in the market for more canned horse meat.

The people in a number of countries, Greece and Czechoslovakia, have made a

Immediate relief is only part of UNRRA's aim. The main objective is to help people help themselves. Recently a shipment of depth-sounding instruments was sent to Greece. After they have been used to test the safety of using fishing nets in deep water, Greece's fishing fleet can go to sea again. Greece will then be able to get for herself more of the fats and proteins she needs—and UNRRA can economize on shipments of fish to Greece.

Shipments of livestock to replace the dairy herds and work animals which were destroyed by the war are another example of agricultural rehabilitation measures with which UNRRA is helping.



"Get going, mule. You're needed for carrying UNRRA supplies." That's the general idea behind shoving this British Army mule en route for Yugoslavia from Italy.

friendly acquaintance with American dried soup. Not only is it nourishing but it's precooked. That means a saving of fuel which is a big advantage in lands where every stick of wood is precious.

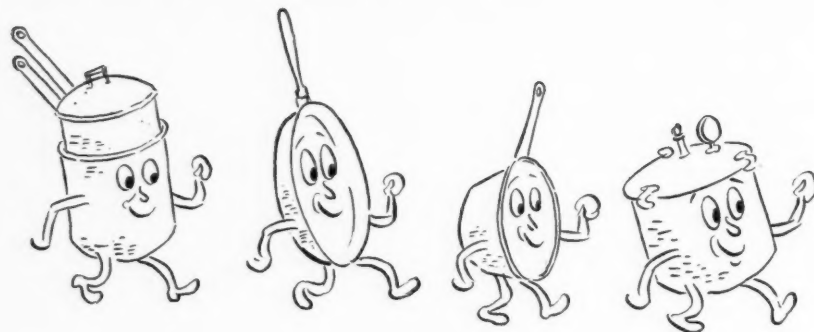
To be able to make the best use of strange foods, cooks who depend on relief supplies need to know recipes. Otherwise the results won't be enjoyed—may even be wasted. For this reason UNRRA assists the governments by supplying information on cooking and using unfamiliar foods.

In many areas the information is mostly spread by word of mouth—sometimes by the school teacher. In one village, the town crier was given the information on a printed paper. He went about the streets calling out the recipes in loud tones.

Relief and rehabilitation needs are practically limitless—far exceeding the definitely limited funds which UNRRA has in prospect.

Aware of the great need, many Americans are anxious to help individually. The generous response in the recent clothing drive is a case in point. So also are the checks which come pouring into UNRRA from all parts of the country. Other individuals and organizations are making contributions of livestock. About 900 organizations are cooperating in the Victory Collection of Canned Food to supplement UNRRA relief shipments. Doubtless some local organization is promoting such a campaign in your community. If not, perhaps your club can get one started.

Kitchenware, home from the wars



You can buy pots and pans again, now. Not all kinds perhaps, but more than we've had for a long time. Here's a review of shopping guides.

● After 4½ years of serving on land and sea and in the air, materials used for pots and pans and kitchen gadgets in prewar years are again being released for their traditional uses.

What have they been doing all this while you've been missing them so sorely?

Those millions of aluminum pots and pans you gave to salvage drives in 1942 and all the new ones you didn't buy played an important part in our gigantic war effort. They were turned into equipment of all kinds—airplane motor cowl-

ing, wing and tail assembly, and 60-gallon steam-jacketed soup kettles, for instance. They became part of the myriads of light foil strips which drifted down from allied planes and helped to blot out defensive Nazi radar equipment.

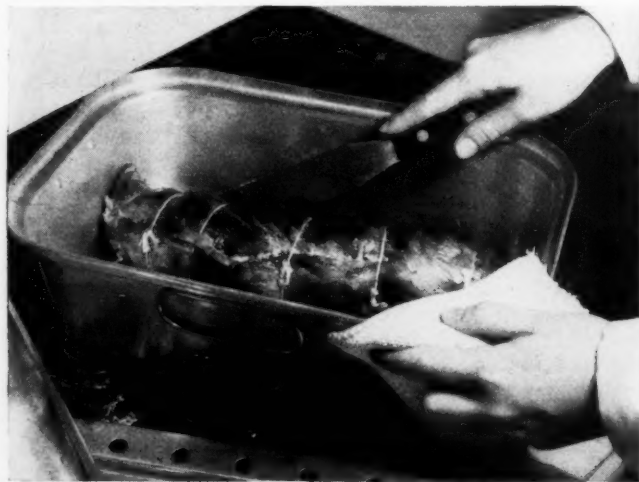
And those pressure cookers you couldn't get when you needed them so badly to do your share in the national food conservation program—where have they been? Why, riding around on PT boats, for one thing. Small pressure cookers were a big help in the galleys of these broncos of the deep we first heard about during the battles of Bataan and Corregidor. Submarines and PBV patrol bombers used pressure cookers, too.

Glassware cooking vessels so many women had learned to love—where were they? You'd never guess. Playing an

important role in radar equipment, parts of bombers, and technical instruments. Instead of being turned into baking dishes and pie plates, heatproof glass was perfected to meet endurance requirements of 2,000° F. operating temperature.

Aren't you proud now of what the kitchenware you didn't have was doing? But it's 1946 now, and all at once you can't stand these dented, discolored, wobbly handled pots and pans another instant. And you won't have to very long.

Reconversion orders have permitted increases in the allowance of materials to manufacturers of cooking utensils. Household sections of department stores are losing their sad wartime look. And housewives are responding with a rush. Rush is the word. Trade papers give enthusiastic accounts of new stocks cleared



ALUMINUM roaster of heavy sheet aluminum is a good buy. Heat spreads evenly so food does not scorch easily.



TIN, a war casualty, is not back in production for kitchenware yet. Many cooks think tin is best for quick baking.

out in a couple of hours. It almost seems as if, next to nylons, American women want new kitchenware. Perhaps for the first time in history, kettles and saucepans and double boilers became gala Christmas gifts.

You can't do much about your Christmas gifts, but when you start out to shop for yourself, dear Mrs. Consumer, do keep your wits about you.

Remember that the primary object of your search is to get something to *cook* in, not just to look smart on your shelves, and that the cooking qualities of a vessel depend primarily on its ability to absorb, conduct, reflect, and retain heat. For all cooking vessels, no matter what they are made of, here are points (recommended by specialists in the U. S. Department of Agriculture) to check on:

Balance. The pan and its handle should be well-balanced so that the pan stands steady, even when empty. Too heavy a handle or a handle not properly placed, makes a tipsy pan that is awkward to use and may cause dangerous spills of hot water or food.

Surface. The smoother the pan—that is, the fewer the cracks at joinings—the more durable and easy to clean it will be.

Bottom. A flat bottom helps to keep a pan steady and means faster heating and more economical use of fuel on electric, coal, or wood ranges. Pans for use on electric stoves should have dull-finished bottoms to save fuel. A dull finish absorbs heat in contrast to a shiny finish which reflects it.

Sides. Straight sides are more economi-

cal of heat and also of space on the stove than flaring sides.

Handle. Handles of pans and covers should be comfortable to grasp and insulated against heat.

Cover. A close-fitting cover is essential for many cooking processes, so buying a pan and cover together is often worth the extra money.

With these points well in mind, let's consider the kinds of kitchenware you'll be looking over when you go shopping.

Aluminum—The two types of aluminum cooking utensils are the "cast" and the "stamped." The stamped are made in three grades—light, medium, and heavy. Cast aluminum vessels are made by pouring the molten metal into castings or forms. To make stamped aluminum things, the metal is rolled into a sheet of the desired thickness, from which the pots and pans are stamped out by a cutter and then pressed into shape.

The thin, lightweight sheet aluminum is less expensive, lighter to handle, but also less durable than the heavy sheet and cast metal. Thin ware is more easily dented and bent and food scorches more easily in it than in heavy ware, so heavy is the buy in pans due for heavy use—those for everyday cooking, for a job like mashing potatoes, and for the heavy-handed or absent-minded cook. Some housewives consider the "heavy" sheet aluminum the equal of cast aluminum—and it is cheaper. One-piece construction will give longest wear, and one with rivets the shortest. Representatives of the trade, in cooperation with the National Bureau of Standards, are

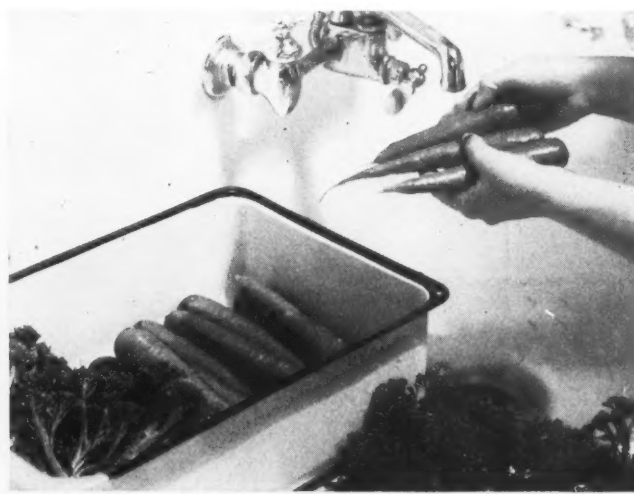
in process of developing a commercial standard for cast aluminum cooking utensils. In their own words the purpose is "to establish standard specifications and methods of test for the chemical composition of cast aluminum cooking utensils . . . to minimize staining and corrosion under conditions of normal use, and to provide a uniform basis for better understanding between manufacturers, distributors, and users, for fair competition, and for guaranteeing compliance with this standard through labeling."

This proposed standard is now being circulated for acceptance to producers, distributors, and users. If a satisfactory percentage of the trade (including at least 65 percent by volume of producers) accept the standard, it will go into effect. The Government has no powers of enforcement over commercial standards, but since it represents the will of the interested group as a whole it is reasonable to assume that its provisions will be carried out. When they are, it is proposed that every cast aluminum utensil which meets the standard shall have the letters CS (commercial standard) enclosed in a circle, stamped or cast into the outside bottom of the utensil.

Consumers have an important part in the development of commercial standards. When the National Bureau of Standards sends copies of the proposed standard to the trade for comments, it sends them at the same time to interested consumer groups such as women's clubs, home economics associations, and trade unions, inviting comments from them, too. Commercial standards can be of great value to



GLASS, the top-of-the-stove variety called flameware, was not used for cooking utensils during the war. Soon available.



PORCELAIN ENAMELWARE in multi-coat or single-coat grade will give good wear if treated according to instructions.

consumers if they will learn to ask for goods guaranteed to comply with the commercial standards for that group. The Bureau of Standards attempts to get opinions from users of the article being considered, but so far consumers have shown only a mild interest in commercial standards. The trade, too, would be interested in consumer opinion if expressed in sufficient volume.

But let's get back to our pots and pans—

Stainless steel—This "new" metal was just coming into use for kitchenware when the war cut short its civilian career. Now a few of the items produced in prewar days are being made from it, and a complete line will appear before long. Stainless steel is more durable than aluminum of the same weight and thickness. It does not darken in cooking alkaline foods as aluminum does, but, once darkened by overheating or scorching, it cannot be brightened as aluminum can. Aluminum has the advantage of spreading heat more evenly so the food cooks more evenly with less chance of scorching.

Porcelain enamelware—Limitations on manufacture of enamelware have not been so stringent as those for cooking utensils of several other types. All during the war a certain number of enamelware items were made for both private and institutional use, and production is now up at least to prewar quantity.

As you probably know, enamelware is made by fusing enamel on a steel or iron base. There are at least two grades—the multicoat, which has one or more coats of white enamel applied over a first dark

coat, and the single-coat ware which is speckled.

When shopping for enamelware, be sure it is completely smooth, without tiny cracks on its surface. Air bubbles or an exposed base are signs of poor manufacture. And since the enamel is essentially glass, tiny chips might break off into food while it is cooking, if there are weak places on the surface.

There is a commercial standard for porcelain enamelware, established by the Enameled Utensils Manufacturers Council and the National Bureau of Standards. Look for a label that tells you whether the vessel you are considering is multi-coated or single-coated, and that it conforms to the commercial standards for its type. The standard is being revised—upward.

Scientists in the trade have been working to raise the resistance of enamelware to boiling acid, quick changes of temperature, and impact.

Cast iron—Some cast-iron utensils were made during the war, but the demand was so far above the supply which reached retail stores that it often seemed as if there were none. As a matter of fact production of cast iron kitchenware was maintained at a rate greater than 50 percent of prewar and during the last year and a half this was increased to between 75 and 80 percent. Since cast iron is thick, it heats slowly and retains the heat well and is beloved by chefs and housewives alike for slow cooking. Unglamorous as it is in appearance, many cooks will not be parted from their black dutch ovens and frying pans no

matter what the postwar dream kitchen may offer.

Tin plate—Tin, as everyone knows, went to war in a big way. No tin kitchenware for private civilian use was manufactured. Ninety percent of all our tin came from the Malayan Peninsula. Since Pearl Harbor we have been drawing on our tin stockpile. Tin is still one of the critically short items. Just when supplies will be back anywhere near to postwar quantities it is impossible to say yet.

Glass—A fair amount of glass ovenware was made all during the war years, but flameware—the top of the stove variety—were just beginning to grow accustomed to—was out for the duration. The shortage was not in material—there was plenty of that—but in the capacities of plants working at top speed on war orders to produce anything else. Almost all types of cooking utensils are made from one or the other of these two types of glass.

Earthenware—This oldest of all known materials used for cooking, enjoyed a war boom. By 1944 production had shot up to double prewar figures. Shortages of metals, of course, accounted for this phenomenal success. But many good cooks have long been devoted to their brown casseroles. They claim that nothing is quite so good for slow cooking. When you shop for earthenware, watch out for tiny cracks or rough places. Once the glaze is broken, the porous base absorbs liquid and the utensil has lost its value as a cooking vessel. As with glassware, too, a hard knock or a sudden change of temperature is hazardous to earthenware.

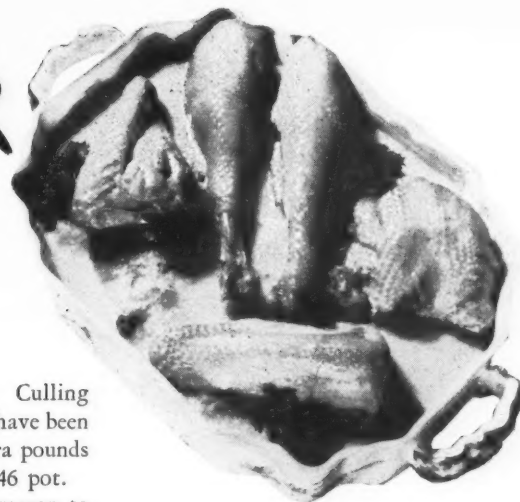


CAST IRON utensils were made during the war. Excellent for slow cooking, clean easily, almost indestructible.



EARTHENWARE utensils are cherished for slow cooking. Avoid quick changes of temperature, and hard knocks.

poultry primer



Converting poultry and egg production from war to peace has turned up chickens and turkeys enough to provide gala dinners for every returning serviceman who ever dreamed of fried chicken, overseas.

● Poultry population figures are way up, the old-fashioned large brood is more than ever the rule in the barnyard and in the brooder. Average production of chickens on farms and by commercial broiler growers in the 5-year period from 1935 to 1939 was 667 million birds a year. In 1945 almost twice as many birds were produced, 1,131 million. Turkey production winged up from an average of 26,654 thousand in 1935-39 to 44,150 thousand in 1945. In dressed weight pounds, chicken and turkey production for 1945 piled up a 4,300-million-pound heap, compared with an average of 2,675 million pounds a year in the 1935-39 period.

Split down the middle and fried to a crackling crispy brown, that divides up to about 8.2 pounds per person more than in the prewar period, or about 40 percent more breast and drumstick for everyone than before the war.

During the war the armed forces were taking 14 percent of poultry production. Now, for all practical purposes, poultry is produced for civilians. The end of rationing took the pressure off of poultry. Buying chicken when you could get it made the red tokens last longer. Another reason for more chickens on the roost was the easing of beef, veal, lamb, and pork supplies.

More poultry is strung up by the heels for sale where you can see it than before because these factors are operating on what economists call the demand side of the supply and demand situation. On the supply side poultry is stacked up first because the Nation asked farmers to produce all the poultry they could, and they did. Then, farmers were asked to produce all the eggs they could, and they did. But when farmers produce eggs, they produce poultry, incidentally. To produce record quantities of eggs, farmers were less inclined to cull out the less productive hens the way they do when the

shout for eggs is not so loud. Culling out these old hens which should have been retired to stew will drop 2½ extra pounds of chicken per person in the 1946 pot.

Nutritionally there is a good reason to eat poultry. Besides being good to eat, it is a protein food, the kind of food that builds muscles and restores cells and tissues. It has some of the B vitamins, and is particularly good in niacin. It is a fair source of iron. Whether the meat is white or dark doesn't make much difference nutritionally.

It does not take a PhD in poultry picking to buy poultry intelligently. You try to buy birds that have Government grades on them if you can. But if the chickens that stare at you through the butcher's

showcases are not graded, look for meaty breasts and drumsticks, and a plump appearance. Short-bodied, broad-breasted birds give more meat than long narrow birds of the same weight.

Young tender turkeys are easily identified by feeling the tip of the breastbone, what turkey people call the keel bone. If it is flexible and moves back and forth easily the turkey is young. To test tenderness press the flesh on the breast with the thumb and forefinger, a tough bird will feel rubbery, on a tender bird the thumb and finger will press through easily to the breastbone.

For stewing or canning, birds over a year old are better than the young birds, and if it is flavor and meat you want, you can afford to overlook broken wings, or tears or small blemishes.

No conclusive studies have been made on the proportion of edible meat you get per pound of bird, but one study run off in the United States Department of Agriculture should give you a general idea. Here is one tabulation that gives a percentage of edible meat in a dressed bird (feathers picked and the bird bled but not eviscerated).

	Percent
Fattened roasting chickens.....	63
Unfattened roasting chickens.....	57
Fattened broilers.....	61
Unfattened broilers.....	54
Hens, fattened.....	64
Turkeys.....	68

To figure out how much the meat costs you per pound divide the price you pay per pound for the bird dressed by the percentage shown. Suppose, for example, you pay 42 cents a pound for a fattened

POULTRY WHAT'S WHAT

Broilers—Young chickens 8 to 12 weeks old, approximately. Weigh less than 2½ pounds. Will cook tender by broiling.

Fryers—12 to 20 weeks old, weigh more than 2½ pounds but not more than 3½ pounds. Will cook tender by frying.

Roasters—5 to 9 months old, weigh over 3½ pounds. Will cook tender by roasting.

Capons—Unsexed male birds that weigh over 4 pounds. Usually 7 to 10 months old. Have soft, tender flesh.

Fowl—Mature female birds.

Cocks—Mature roosters with darkened, toughened flesh.

Stags—Male birds, with a slightly darkened flesh, that fall between roasters and cocks.

Turkeys—Are divided into hens and toms, and into young and old, with 1 year as the dividing line. Young turkeys have the softest, most tender meat, and have flexible breastbones. Old hens have meat that is less soft, less tender, and their breastbones are less flexible. Old toms require long cooking.

Fresh killed poultry—Can be bought from dealers who buy the live birds and kill them from day to day as needed.

Fresh dressed poultry—Is slaughtered and dressed near enough to the market where it is sold so that freezing is not necessary.

Fresh hand-chilled poultry—Is stock that has been frozen for not longer than 60 days and does not have the appearance of cold-storage poultry.

Storage poultry—Applies to birds that have been frozen for 60 days or longer, or other birds which have not been in storage for 60 days but which nevertheless have developed a cold-storage look.

roasting chicken Dividing by 63 you get 66.5 cents per pound as the cost of the meat. An unfattened broiler at 37 cents a pound, after the price is divided by 54, turns out to give you meat at a cost of 68 cents a pound. Relative cost per pound of meat to you will depend upon the prices at your market on the day you buy.

If you buy chicken for the baby, or want only a few pieces of chicken for a small meal, it may be cheaper for you to buy legs, breasts, liver, gizzards, necks, or wings, separately. For example, another study of the amounts of poultry meat indicates that the breasts of roasters weighing from 3½ to 7 pounds contain about 72 percent edible meat, and that the drumsticks yield about 75 percent edible meat.

Turkeys, particularly now, are a natural for purchase as cut-ups. Farmers produced big turkeys for the armed forces and then the armed forces won the war and didn't need the big birds. Since few families care to undertake a 25-pound turkey for a holiday dinner, these birds are now being sold as turkey breasts, legs, and other pieces. If you want a real turkey meal, without having turkey in various combinations for the rest of the week, you might try a turkey breast that you can cut up into steaks. The Bureau of Human Nutrition and Home Economics suggests a stuffed leg and thigh, which amounts to almost as much eating as a small leg of lamb. Meat on the wings and thighs can be cut from the bones and rolled into a small roast. Flesh off of the backs and necks and the giblets can be made into stew, hash, salad, or sandwich spreads.

About the best guide to cooking poultry is a publication by the United States Department of Agriculture, prepared by experts of the Bureau of Human Nutrition and Home Economics. It is called "Poultry Cooking" (Farmers' Bulletin No. 1888). You may get a free copy by writing to the Office of Information,

United States Department of Agriculture, Washington 25, D. C.

Poultry meat is perishable. Refrigerate it as quickly as possible when you get it home, and keep as cold as possible. If you don't cook your chicken right away the best way to store it is undrawn and uncovered. Once you are ready to cook the poultry, then draw it. Drawn poultry should be covered. Before you store drawn poultry, however, be sure to remove the giblets. Wrap them separately in wax paper before putting them away. Both drawn and undrawn birds should be wiped dry before they are stored. Poultry should not be salted.

Don't let your leftover poultry stand around the kitchen after dinner. Get it into the refrigerator as quickly as possible. Nutritionists also hammer away at the necessity for cooling creamed chicken or turkey, and turkey and chicken soup, as quickly as possible, and then putting it in the refrigerator immediately. They urge, next, that you eat it up as soon as you can. Creamed meats and meat broths are natural cultural mediums for bacteria, and with a little standing the broth or the cream will begin to crawl with bacteria. Finally, if you are putting a leftover turkey frame away, scrape the meat off the bones to save space. And don't forget, you can wrap the bones up and keep them for soup.

Iowa produces more poultry than any other State in the country in normal times, with Texas, Illinois, Missouri, Ohio, Minnesota, and Pennsylvania following, in that order.

Farmers sell their chickens in small lots to local buyers, or to agents of packing houses. The chickens then go forward to concentration points, where they are fattened for 3 to 7 days, slaughtered, processed, and then sent on to markets or put in cold storage. Poultry production, with one important exception is seasonal. More poultry goes to market in September, October, November, and December than during all the other 8 months of the year. Most

of this seasonal production goes into storage, to come out through the year as it is needed. Storage stocks thus hit their peak in January and then fall off through the year until October when they build up fast again.

Notable exception to this seasonal swing is the production of broilers and fryers which are produced in enormous quantities in five areas, the country around the Chesapeake Bay called the Del-Mar-Va peninsula, the Shenandoah Valley of Virginia, a few counties in Georgia, southern Texas, and in Arkansas. In these regions hatcheries and broiler farms are operated like factories. Producers buy baby chicks from the hatcheries to graduate them, male and female, 12 to 16 weeks later, as broilers and fryers. Production goes on all the year at this rate with most producers getting in three graduating classes a year.

Poultry producers from 1935 through 1939 got, on the average, about 56 cents out of every dollar consumers spent for chickens, turkeys, ducks, and other poultry products. In September 1945 their share of the dollar that city people spent on poultry had risen to 72 cents, but economists say the farmer's share of the consumer's dollar always increases with higher prices. When prices fall off, the farmer's share of the consumer's dollar falls off, too. The proportionate cost of transportation and handling increases as prices go down. Farmers thus lose two ways when prices level off and turn down.

Congress has provided considerable insurance to poultry farmers, at least through 1948. By law the United States Department of Agriculture is required to support poultry prices at not less than 90 percent of the parity price. No support activities have been necessary so far since poultry has been selling at ceiling prices for the most part during the war. In the event prices do go off, support operations will probably consist of buying chickens for storage at a figure equal to 90 percent of the parity price.

U. S. grade	Dressed chickens	Federally inspected and graded eviscerated chickens	Dressed turkeys
AA	Young soft-meated full-fleshed perfect specimens.	No Grade AA	Full-fleshed birds, all bones covered with fat, commercially perfect.
A	Young soft-meated well-fleshed with very slight imperfections.	Approximately the same as for dressed chickens.	Well-fleshed birds, with slight dressing imperfections, excellent table quality, highest grade generally available.
B	Young soft-meated, fairly well-fleshed with slight imperfections.	See Grade A	Good quality, with slight imperfections, must be fairly well-fleshed.
C	Poorly fleshed, appreciable imperfections, but still wholesome food.	See Grade A	Any edible turkey which does not meet standards for AA, A, B.

Government grades have been defined for poultry but relatively small proportions of the production gets to market graded—about 25 percent of the turkeys sold, about 2 percent of the chickens. The U. S. Department of Agriculture also maintains a service by which poultry can be packed, graded, and inspected under the supervision of a Federal inspector. Grades on individual birds are shown on tags which are attached to the necks or wings.

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umers' guide



With more than 1,176 million head of poultry produced on farms and in brooders in 1945 there are turkeys and chickens enough to put a gala dinner in front of every returning GI, and in front of the civilians who didn't go away, too, for that matter. Except for the poultry that goes to town from nearby farms, chickens go to concentration centers where they are fed for 1 to 2 weeks in feeding batteries like this one. Then they start through the processing plant, suspended by their feet from a moving chain. Here rubber fingers on an automatic picking machine snatch the feathers off both sides of the birds at once. In the market place your best guide to quality is a Government grade, but since most birds don't have Government grades on them, look for flexible breastbones for tenderness, and for short-bodied plump birds for extra meat. When you get the bird home, wipe it dry and store it in the coldest part of your refrigerator. If the bird is drawn, keep it covered. If it is not drawn, don't draw it until you are ready to cook it, but in storing it, keep it uncovered.



Package prophecy

A look into the market basket of tomorrow.

● It's an ill wind that blows no good. Out of the war restrictions and shortages of food and the adjustments we made to make the best use of supplies for all purposes during the war, will come many improvements in the processing and marketing of agricultural products. There will be improvements that will work toward getting the farmers' produce to the consumers at lower mark-ups. Improvements that will encourage more abundant consumption of higher quality, more nutritive foods processed and packaged to stimulate their purchase on the markets of tomorrow. These advances will mean wider markets for the farmer and more easily prepared nutritious meals for all of us.

Some of these improvements will be coming on shortly, others will develop later. All, however, will be directly related to the pattern set by producers, processors, and handlers during the reconversion period. It's during this time that the marketing factors born of war will be discarded or retained and developed for the future.

The first drastic change from wartime practices to peace will be the departure of most of the wartime regulations and controls, such as allocations of materials, priorities, and regulations of labor. Everyone from grower to retailer will then be free to hire labor and buy supplies and equipment as he pleases provided he can locate the labor and materials. However, the bulk of the shortages that constantly confronted him during wartime will be removed. There will be many problems to solve. Upon farmers and trade groups will fall the great weight of the burden for better marketing. Government will lift its close restrictions but it will still play its part, through marketing services and other programs, to help the producers and the trade set up the pattern for better marketing methods.

Out of what they all learned in wartime will come many opportunities for widening the farmers' market and supplying better food for consumers.

The basic changes will come at the food processing level. When one manufacturer develops a new and cheaper way of getting a certain food to the market in a form that is more convenient and more nutritious and less wasteful, other processors will be forced to improve their techniques in order that their product may have equal advantage.

When processors make revolutionary changes in their methods, these tumble down the line, changing the type of freight car, calling for a new refrigerating trucking service, sending out new airplanes into the sky, making a new type of grocery store, and even altering the char-

acter of the kitchen. Warehousing must be adjusted to them. Wholesale houses and retailers must be equipped to handle the various types of processed foods.

So all the way along the channel, from the farmer to the retailer, adjustments must be made to take care of these new products. Even the consumer who takes them home may have to have new equipment in order to use them. Therefore, time must elapse before these new products come into general use. But what they do, there will be outlets for more food and higher nutritional standards for the Nation and large parts of the world's population.



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Of the many sorts of food processing, one that looms on the horizon for a boom is frozen foods. However, the fullest use of these foods cannot come about as quickly as might be expected despite the impetus the industries have received through the prewar and war development. Before the war, frozen foods were fairly widely distributed but prices tended to keep them in the luxury class. During the war advancements were made in techniques. Also the "no points" on frozen foods introduced them to many who had not tried them. However, before they can reach their fullest consumption there must come a gradual lowering of costs and handling margins. The most complete use of them also involves a more extensive distribution of cold storage warehousing, more refrigerated freight cars and trucks equipped to carry them, and the equipment of households with freezers or refrigerators with more space in which to keep them at their proper temperatures.

With measures taken to bring down costs and provide storage and handling equipment, the vista of the frozen food menu spreads wide. Before the war fruits and vegetables headed the list of these foods with minor lines of poultry and fish with a little meat, such as hamburgers and T-bone steaks, thrown in.

The outlook now is that meats, poultry, and fish eventually will play the largest part. And along with them may come, all dependent of course on tests of consumer acceptance, the development of precooked

hamburgers, chicken à la king, pot roasts, and other precooked foods that can make up a full meal.

With what speed these frozen meals come to our tables at an acceptable price is dependent on still other factors and on the technical problems to be solved. Frozen foods to come into their fullest use must take their place as a low-cost item in the regular commercial trade and be so marketed that they are available as easily as canned goods for all consumers.

In order to have this come about not only must the bulk of retailers be equipped to supply all comers but, the public must have confidence in the foods. Should inexperienced processors flood the market with large quantities of poor quality frozen products it would mean a setback in consumer acceptance of these new foods.

Competing with the frozen foods for the consumer patronage comes new developments in the marketing of fresh fruits and vegetables and meats. This new trend will be partly in the way of bringing to market quality fresh foods trimmed ready for use direct from the field, all conveniently packaged for small or large family and easily chosen by the homemaker from a self-service store.

Packaging, too, has made tremendous strides during the war. We have packaged supplies for military use in all parts of the world. Packages have been developed for many products for all types of climates and to withstand the rough handling of emergency transportation. Changes

in packaging of civilian foods forced the use of new kinds of containers to take the place of materials that went to war. Processors developed machine methods of packaging which in their semiautomatic operation, released manpower for war. Packages were created to make it easier for self-service in stores and thereby took some of the burden off of short-staffed retailers.

Results of these economies are certain to be part of the marketing pattern of tomorrow's food. The prepackaging of fresh fruits and vegetables stands out as a coming innovation. Not only will it compete with frozen foods but it will fit into a streamlined structure of better nutrition and a wider market for farm crops. Also it will dovetail with self-service retailing, which will eliminate much costly handling by clerks of bulk perishables. At the same time this proper packaging of fruits and vegetables will save loss of weight from evaporation and guard against bruising and spoilage. And, too, it will keep the many shoppers who are inclined to pinch peaches and maul produce from laying hands on them. That means a great saving in quality. Transportation costs will be lowered because instead of shipping the whole cauliflower or carrot only the edible part will need to be transported.

It is expected that because of the development of suburban houses more people will be farther from their neighborhood stores and will do most of their shopping



Baskets of packaged meat ready for the quick freeze unit.



Supermarkets, chain and independent, increase in number.

by automobile. This development will require independent or chain supermarkets in areas where they have not been before. This would tend to make the economies of large self-service operations available to lower-income consumers who did not heretofore have advantage of them.

In many products speed in transportation must be utilized. Many fruits and vegetables are at the tops of taste and nutritive value when they are harvested at the peak of their maturity. Such crops, with proper packaging, can be sped to market, in containers sized for each consumer's needs, and arrive there in the full flush of their value. Already airplane transportation of these commodities is under way. The future holds the possibility of quick truck transportation to nearby communities.

An experiment in the marketing of pre-packaged fruits and vegetables has been conducted for the past 18 months in Columbus, Ohio, in collaboration with the Ohio State University, a group of packaging suppliers and one of the large chain stores, a pilot plant for central automatic pre-packaging of fresh fruits and vegetables, and their self-service sale from open-topped refrigerator cases.

Packaged in this plant on a machine with heat-sealed transparent overwraps are: Asparagus, beans, beets, broccoli, brussels sprouts, celery, cauliflower, corn, endive, leaf and head lettuce, green onions, parsley, peas, parsnips, peppers, rhubarb, radishes, spinach, tomatoes, turnips, grapes, lemons, pears, plums, and strawberries.

First, 3 stores were set up to market these items, later 10 stores were included in the experiment. Every item was sold at exactly the same price as that which prevailed for unpackaged fruits and vegetables in other stores of the same chain on the same day. No outside advertising or publicity was used to promote the packaged produce. The acceptance of it was left entirely to the consumer's desire. Sales of fruits and vegetables in these stores rose sharply and stayed up. The produce placed in a row of 4 open-topped refrigerator cases appealed to consumers first on the basis of the cleanliness. There was no litter of lettuce and carrot tops which in other stores clerks are kept busy trimming and discarding. The operation is entirely self-service. The convenience also appealed to the customer. Every package, open-faced, is prelabeled with the

Trimmed, weighed, priced, and displayed in open-faced containers, these fresh fruits and vegetables are ready for self-service customers.

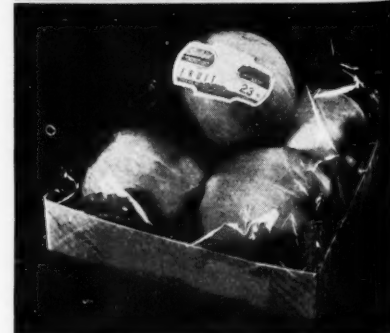
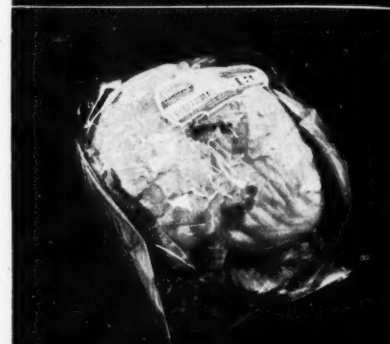
weight or quantity and price and the shopper can pick up the package, pass on to the cashier, pay her bill, and go out. There was no waiting in line at the scales for weighing.

In addition to this, marked economy was shown in the handling of the fresh produce. Shelf service which in the case of produce means maintenance of peak quality and appearance was lifted from 1 to 5, and even 10, days. Up to 60 percent of the waste previously resulting from trimming and spoilage was eliminated. This service also is expected to save the cost of packaging when a slightly larger volume is available.

These new trends in packaging and processing food forecast a new type of grocery store. Some of these changes in stores will appear in the immediate future as the result of postwar adjustments. And with the continued improvements in packaging and processing, the grocery store of a decade from now may be as far a cry from one of our modern establishments as an up-to-date store today is from the old cracker-box, pickle-barrel crossroads establishment of a generation ago.

The war, because of labor shortages, brought about a marked increase in the number of self-service shops. Many small independent grocers were forced to go in for self-service. But, of course, many of them will return to their old ways when adequate help is available. However, a substantial proportion will continue to let the customer wait on himself.

A greater expansion of supermarkets is definitely ahead. The continued development of new methods of packaging and processing may continue until in the distant future the grocery store becomes a clerkless establishment and counters and shelves will be replaced by brightly lighted open-topped refrigerators. These may not feature separate items of foods. In their place may be complete precooked meals, processed in mass production in sanitary kitchens and frozen for storage and handling.



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CG news letter

last minute reports
from U. S. Government Agencies

Electric service will be brought to 1,329,000 rural homes in the first 3 years after materials and manpower become available according to present plans of the Rural Electrification Administration-financed cooperatives. A 5-year program of the REA groups and all other agencies contemplates electric service for 3,566,000 rural consumers now without electricity, and would involve an investment, by both FEA borrowers and private power interests, of more than a billion dollars.

The REA, which is at the threshold of the greatest period of activity in its history, has recently been moved from St. Louis to Washington, D. C.

The clothing situation that exists today accentuates the need for the cooperation of all consumers in an effort to bring success in this period of reconversion, says the Bureau of Human Nutrition and Home Economics. Many of the 52½ million women in the United States spend the largest part of the family income. "Women," the Bureau points out, "can exert a tremendous influence in establishing our national economy. The need for restricted buying is great. The use of clothing on hand should be extended as long as possible. Mending, remaking, and handing down will probably remain as important in 1946 as during the war. Buying should be limited to the families' actual needs with care being taken to obtain as durable garments as are available."

How well Americans are fed, nutritionally speaking, can be learned in a rough way, at least, from surveys of the national average consumption of food, but such surveys do not tell the whole story, according to Faith Clark, food economist of the USDA. "Many people get much less than average and others get more," says Miss Clark. "Every dietary survey has shown that people on low incomes get much less calcium, for example, than higher-income families, because on low incomes they buy less milk and fewer milk products—the most important foods for this mineral. Of all the nutrients, however, two vitamins

—ascorbic acid and niacin—vary most widely with income. This is because the consumption of citrus fruit, important for ascorbic acid, and of meat, important for niacin, increases markedly as incomes rise and drops as incomes fall."

Truck crops are in liberal supply this winter. The present prospects are that aggregate tonnage of commercial truck crops will be exceeded only by 1944 and 1945 production. All winter crops except artichokes, kale, green peppers, shallots, and tomatoes are expected to produce smaller crops than in 1945, but even so supplies of these vegetables should be ample in most instances.

Commercially canned vegetables are in as large supply this season as in the previous season. The record large pack in the 1945-46 season about offsets the smaller-than-usual quantities on hand at the beginning of the season. With the 1945 potato crop the third largest on record, an abundant supply of potatoes for market is assured at least until the new crops of 1946 come to market in volume.

More RED apples for consumers may be the result of tests conducted by fruit specialists at the Plant Industry Station of the USDA at Beltsville, Md. In a 9-acre section of the orchard, red strains of the important varieties of apples are being tested.

Long-lasting cotton, that is cotton that is extremely resistant to rot or mildew, may be on the market soon as a result of a new process for treating it. The process was developed by the Southern Regional Research Laboratory of the Bureau of Agricultural and Industrial Chemistry.

The new material has the strength and appearance of ordinary cotton and the ability to resist attack of rot-producing organisms. Four *nots* are very important to its usefulness. It is *not* discolored, it is *not* toxic, it does *not* have an odor, and it is *not* sticky. Clothing made from the treated cloth is resistant to mildew or rot in damp climates. And the fact the material is nontoxic and rot-resistant makes it excel-

lent for bags for fruits and vegetables, as well as for other food products.

Price increases have been general in all lines of clothing but they have varied for the different types. Some outstanding examples of increases between June 1939 and June 1945 are shown by the Bureau of Labor Statistics index, as follows:

Women's percale housedresses, 135 percent

Men's shorts, 110 percent

Men's cotton pajamas, 106 percent

Women's cotton nightgowns, 89 percent

Women's cotton street dresses, 75 percent

Men's cotton work shirts, 71 percent

Men's overalls, 69 percent

Cotton percale yard goods, 63 percent

Food supplies that were adequate, high-quality, and well-balanced were shown to Arkansas homemakers during the Parade of the Pantry Stores Week, sponsored by the Extension Service of the University of Arkansas College of Agriculture.

Displays in store windows, studies of food supplies based on the "basic 7" food groups, and observations of proper storage facilities were among the county activities of the week.

In Greene County, 11 stores had food-preservation displays prepared by the Home Demonstration Clubs. Subjects for the displays included vitamins from the pantry shelf, a day's food supply from the pantry shelf, gardens, modern canning equipment, and a year's canning budget for one person.

Variations in labeling of the nutritional content of 48 prepared cereals were revealed in a survey of the Department of Biochemistry of the University of Wisconsin. Such variations, it is pointed out, increase the marketing problems for homemakers.

Standardization, grading, and labeling ranked high among the questions studied by consumer groups during the war years, according to a report by the Committee on Consumer Relations in Advertising, Inc.

GUIDE POSTS



What Women Want

Quality, grace, charm, and common sense in goods is what women want, according to a homemaker in the Pacific Northwest. Not long ago, she writes, a group of women, over the needlework at a "sewing party" were talking of their likes and dislikes. They all thought streamlining had gone too far. "Handles on pans are so short and thick one cannot grasp a pan easily and can get burned. The old-fashioned knob on lids was much safer. Many of us simply hate those round-topped refrigerators. What is the matter with a flat top we ask? And those crazy buxom front radios! Heavenly days! When everybody is trying to reduce, does one want to look at one of those chesty, hippy, too fat perils? Same goes for chairs with arms about a foot wide, clumsy as any of the much-scorned Mission of 1910!

"We all thought it silly to put those short useless garters on the back of corsets. . . . We all had this 'peeve'—the corset, the vest, and the slip have a different height of neckline. It is impossible to get a neat line in the back if the vest is about 6 inches too high above the corset. Why not cut vest down lower in back so it won't show so much above top of corset? Slips should, for same reason, be rounded—not that V-style top, unlike any of the other garments. Slips are getting too bias and hang badly after ironing."

A Little Warmth

Winter is still king. A little warmth, therefore, will speed up many household jobs, say home economists. Furniture polish that is stored in a cold place if heated to room temperature before being used will penetrate the pores of wood faster. Paints spread smoothly when warm. And tepid water is better than cold for watering house plants.

New Plastic

It's in the bag. A new plastic used for handbags is proving to be a better substitute for leather than any previously used synthetic and is more comparable with leather in cost. The new plastic is called "unsupported flexible thermo-plastic material." The Office of Price Administration now permits manufacturers to make handbags of this plastic to sell for prices as high as are permitted for leather bags.

Read It Twice

What you *don't* get is as important sometimes as what you *do* get. Take insurance policies, for example. The front page will have large type figures about the highest possible maximum benefits. But the limitations usually are printed in small type on the second and third pages. What you expect, if you don't read carefully, may be taken away on pages 2 and 3.



Victory Collections

In St. Louis, bins placed in 2,000 grocery stores made convenient depositories for canned food for the hungry people of enemy-invaded countries. In other cities, churches, clubs, or schools spearhead the campaign.

In this Nation-wide collection of food (see story on p. 3) protein foods (canned milk, meats, fish) are most needed, but baby foods and fruits and vegetables also are wanted. UNRRA pays all shipping charges from the community where the food is collected and clears the shipments through 22 regional warehouses for the trip overseas.

The program is a continuing one, so if your group hasn't done anything about it yet, now's a good time to start. Headquarters of the Victory Collection of Canned Foods are at 100 Maiden Lane, New York 7, New York.

Canned Turkey

For the very small family that does not find it economical to buy a large turkey, there will be increasing quantities of this canned product available on grocery shelves in the future, according to the USDA. Canning of turkey has made great strides in the last few years. In 1938, only about 30,000 pounds of turkey were canned—this amounting to about one carload. In 1944 a large share of the 132,000,000 pounds of all canned poultry was turkey.



F for February, furniture

February is the month of furniture or at least it was in prewar years. Buying furniture is not an easy task. Whether it is a table for the kitchen, chair for the living room, or a chest of drawers for the bedroom, there is always a confusing variety of makes and designs to choose from. The customer usually does not know which pieces are strongly constructed of good materials and which will be most serviceable.

New Zealand is helping its buyers solve this problem. The N. Z. Standards Institute has issued standard specifications for household furniture. The specifications set minimum standards for the class and grade of timber to be used, for basic construction, such as timber dimension and methods of jointing, and for workmanship and finish. These points the customer cannot check by ordinary inspection. The Standard Mark is his assurance that he is getting quality pieces.

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast
over N. B. C. 12:15 p. m. EST
11:15 a. m. CST
10:15 a. m. MST
9:15 a. m. PST

Dramatizations, interviews, questions, and answers on consumer problems. Tune in.
Brought to you by the

U. S. DEPARTMENT OF AGRICULTURE

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